

# OZARK

# REGION



DEPARTMENT OF  
HIGHER EDUCATION &  
WORKFORCE DEVELOPMENT

The Ozark Region is comprised of seven counties in the Southwest quadrant of Missouri. This region is home to several cities including Springfield, Branson, Nixa, and Marshfield.

The Ozark Region workforce has over 262,600 employees, making up 8.9 percent of Missouri's employment. In 2018, 50 percent of the workforce was female and 50 percent was male.

The workforce is getting older in the Ozark Region, a trend happening throughout Missouri and the U.S. In 2018, 22 percent of the workforce was age 55 or older, up from 18 percent a decade earlier.

For the region, 8 percent of the workforce was non-white, compared to 17 percent for the state; 4 percent of the region's workforce was Hispanic or Latino, matching the overall state average of 4 percent.

For 5 percent of the region's population (ages 18 to 64) the primary language spoken at home is something other than English. By comparison, Missouri was at 7 percent and the U.S. population at 23 percent.

The Ozark Region has a higher percentage of the population with a disability compared to the state and nation. For the Ozark Region, 14 percent of the population has a disability compared to 13 percent in Missouri and 10 percent in the U.S.

## Workforce Demographics

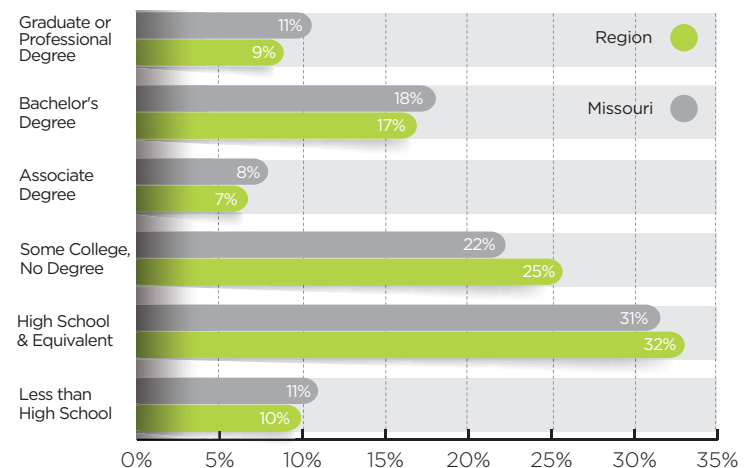
	Ozark MO	Missouri	Nationwide
Average monthly employment in 2018	262,653	2,954,808	155,761,000
Average Unemployment Rate in 2018	3.1%	3.2%	3.9%
Female	50%	51%	50%
Male	50%	49%	50%
Non-white	8%	17%	23%
Hispanic or Latino	4%	4%	15%
Ages 55 & older	22%	23%	23%
With disabilities (ages 18-64)	14%	13%	10%
Below Poverty Levels (ages 18-64)	17%	14%	14%
Language other than English (ages 18-64)	5%	7%	23%
Associate degree or higher (Age 25+)	33%	36%	39%

SOURCES: CENSUS ACS 2017-5YR EST.; BLS QCEW NOT-SEASONALLY ADJUSTED

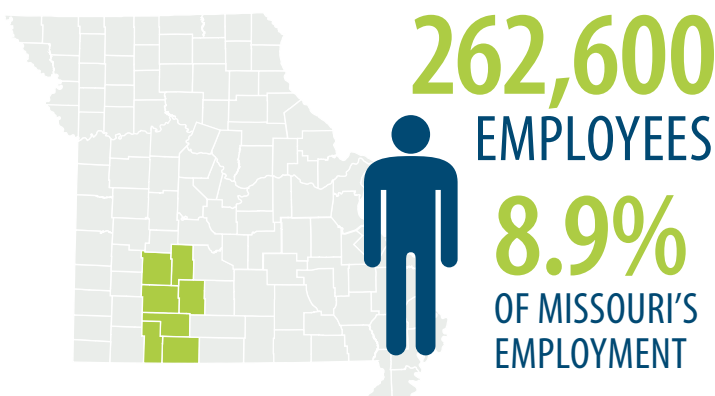
Educational attainment rates for the Ozark Region are slightly behind those of the state in regards to bachelor's or advanced degrees. Thirty-three percent of the region's population, age 25 and older, has an associate, bachelor's or advanced degree compared to 36 percent for the state.

The regional unemployment rate was 3.1 percent in 2018 overall, and as of May 2019, the preliminary rate stands at 2.8 percent, slightly up from 2.6 percent in May 2018. From May 2014 to May 2019, the unemployment rate dropped 3.7 points.

## Educational Attainment



SOURCE: US CENSUS BUREAU, ACS 2017 5-YEAR ESTIMATES

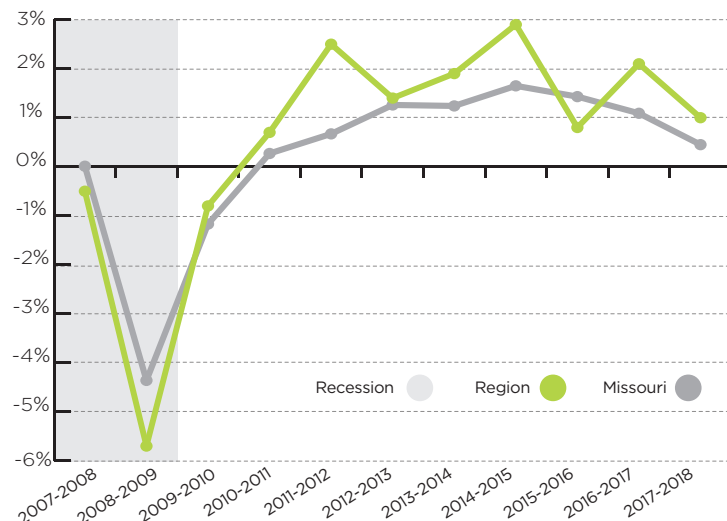


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## INDUSTRY ANALYSIS

The Ozark Region averaged an annualized 262,653 employees in 2018 and added 2,473 jobs from June 2017 to June 2018, growing 1.0 percent. Missouri employment increased by 0.4 percent in that time. From 2014 to 2018, the Ozark Region averaged 1.4 percent annual growth for an overall increase of 7 percent; during that same period Missouri's employment grew 4.8 percent.

### Ozark Employment Annual Growth Rate



SOURCE: MERC, QCEW

Health Care continues to be one of the largest employing industries in the region, showing consistent growth over the past five years, increasing 4,300 jobs since 2013. Retail Trade added slightly over 890 jobs. Accommodation and Food Services added over 3,300 jobs from 2013 to 2018, an increase of nearly 2.5 percent each year for the region.

The Manufacturing industry shows gains of 2.2 percent annually and Transportation industry's added over 2,100 jobs. One of the fastest growing industries in the Ozark Region is the Professional, Scientific & Technical Services industry, which gained 2,710 jobs from 2013 to 2018, with an overall growth rate of 6.1 percent.

### Ozark Region Top Employing Industries

Industry	Employment 2013	Employment 2018	Net Change	2013-2018 Empl. CAGR	2018 Annual Wages
Health Care & Social Assistance	37,861	42,161	4,300	2.2%	\$45,036
Retail Trade	28,856	29,749	893	0.6%	\$26,580
Accommodation & Food Services	25,259	28,594	3,335	2.5%	\$17,508
Educational Services	20,774	21,306	532	0.5%	\$45,504
Manufacturing	14,900	16,593	1,693	2.2%	\$44,220
Administrative & Support	14,072	15,537	1,465	2.0%	\$29,328
Wholesale Trade	10,864	12,883	2,019	3.5%	\$62,880
Transportation & Warehousing	9,741	11,897	2,156	4.1%	\$41,028
Construction	9,171	11,000	1,829	3.7%	\$42,288
Professional, Scientific & Tech. Svcs.	7,857	10,567	2,710	6.1%	\$51,720

SOURCE: LEHD-QWI, 2013-2018 2ND QUARTER

## LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries higher than 1.0 indicate a concentration.

The Ozark Region has higher concentrations in Truck Transportation, Performing Arts-Spectator Sports, Accommodation, Telecommunications, Sports, Hobby, Music and Book Stores, and Hospitals, just to name a few.

Large employers do not necessarily have a high LQ, though sometimes that is the case. The Ozark Region's largest employers includes health care providers CoxHealth and Mercy Hospital; New Prime, Inc. truck transportation; Kraft Food and Loren Cook manufacturers; and Jack Henry & Associates for the Professional, Scientific, and Technical Services industry. Chase Bank Cardservices, Hotels.com and T-Mobile call centers; Bass Pro Shops and O'Reilly Automotive corporate headquarters. Missouri State University is a major public sector employer in the region as is Ozarks Technical Community College.



**HIGHEST 2018**  
**LQ 3.1**  
**TRUCK TRANSPORTATION**

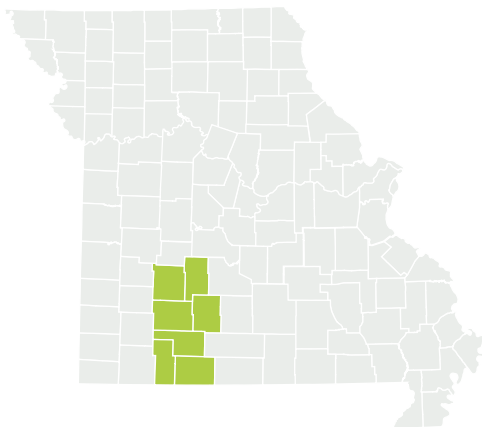
### 2018 Ozark Region Location Quotients

Industry	Employment	Location Quotient
Truck Transportation	7,824	3.1
Performing Arts, Spectator Sports	1,747	2.1
Accommodation	6,774	2.0
Telecommunications	2,340	1.9
Sports, Hobby, Music, Book Stores	1,777	1.9
Hospitals	15,112	1.8
Gasoline Stations	2,351	1.5
Merchandise Wholesalers, durable goods	7,229	1.4
General Merchandise Stores	7,023	1.4
Building Materials & Garden Supplies	2,909	1.3
Repair & Maintenance	2,660	1.2
Fabricated Metal Manufacturing	2,922	1.2
Credit Intermediation & Related Activities	5,207	1.2
Motor Vehicle Parts Dealers	3,971	1.2
Amusement, Gambling, Recreation	3,337	1.2
Nursing & Residential Care	6,507	1.2

SOURCE: MERC, QCEW, 2018 ANNUAL AVERAGES

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Projected growth in industry helps to identify future employment needs for an area. Projections indicate that the largest growth industries in the Ozark Region will be Health Care and Social Assistance, Retail Trade, Educational Services, Administrative and Support, and Professional, Scientific, and Technical Services.



## Ozark Region Largest Growth Industries 2016-2026

Industry	Employment		Change	
	2016 Estimated	2026 Projected	2016-2026 Numeric	Percent
Health Care & Social Assistance	38,296	46,741	8,445	22.05%
Retail Trade	31,495	34,552	3,057	9.71%
Educational Services	19,596	22,477	2,881	14.70%
Administrative & Support	13,564	16,100	2,536	18.69%
Professional, Scientific, & Technical Services	8,908	11,356	2,448	27.48%
Local Government, Excluding Edu. & Hospitals	8,508	10,894	2,386	28.04%
Transportation & Warehousing	11,467	13,174	1,707	14.89%
Management of Companies	3,971	5,016	1,045	26.32%
Other Services (except Government)	10,004	10,872	868	8.68%
Finance & Insurance	8,931	9,626	695	7.78%

SOURCES: MERIC INDUSTRY PROJECTIONS

PROJECTED GROWTH IN INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

## OCCUPATIONAL PROJECTIONS

MERIC produces occupational projections that estimates labor demand over a 10-year period. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations.

**Now** jobs typically require short-term on-the-job training, little to no experience, and/or a high school diploma. Now occupations include Food Service Workers, Retail Salespersons, and Cashiers which lead the way in total openings. Home Health Aides, Personal Care Aides, and Food Preparation and Serving Workers are projected to be the fastest growing Now occupations over the next decade.

**Next** jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate- to long-term training. Heavy and Tractor-Trailer Truck Drivers, Nursing Assistants, and Cooks will have the most openings for the Next category of occupations. Plumbers, Pipefitters, and Steamfitters, Heating, A.C. and Refrigeration Mechanics, and Police and Sheriff's Patrol Officers are the fastest growing Next occupations.

**Later** jobs typically require a bachelor's degree or higher. For Later occupations, Registered Nurses, General & Operations Managers, and Secondary School Teachers will have the most openings. Software Developers, Financial Managers, and Market Research Analysts are the fastest growing Later occupations.

## Ozark Region Fastest Growing Occupations



NOTE: OCCUPATIONS WITH NET INCREASE OF LESS THAN 50 ARE OMITTED

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2016-2026

★ DENOTES OCCUPATIONS TOP TEN ONLINE JOB ADS FOR 2018 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATIONS

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## Ozark Region Long-Term Occupational Projections by Top Openings

Occupation	2016 Estimated Employment	2026 Projected Employment	Growth Openings	Exits	Transfers	Total Openings	Median Wages
<b>NOW</b>							
Food Prep. & Serving Workers	7,753	9,613	1,860	7,689	8,041	<b>17,590</b>	\$18,893 ★
Retail Salespersons	9,195	10,215	1,020	6,144	7,702	<b>14,866</b>	\$22,200 ★
Cashiers	7,206	7,775	569	7,033	6,864	<b>14,466</b>	\$19,220 ★
Waiters & Waitresses	5,131	5,756	625	4,029	6,173	<b>10,827</b>	\$18,529
Customer Service Representatives	5,380	6,043	663	2,920	4,285	<b>7,868</b>	\$29,172 ★
<b>NEXT</b>							
Heavy & Tractor-Trailer Truck Drivers	7,473	8,767	1,294	3,443	5,101	<b>9,838</b>	\$40,620 ★
Nursing Assistants	3,952	4,720	768	2,634	2,191	<b>5,593</b>	\$23,266 ★
Cooks, Restaurant	3,218	3,761	543	2,044	2,792	<b>5,379</b>	\$20,320 ★
Supervisors of Retail Sales Workers	3,141	3,494	353	1,224	2,232	<b>3,809</b>	\$38,044 ★
Bookkeeping & Accounting Clerks	2,659	2,845	186	1,704	1,322	<b>3,212</b>	\$32,272 ★
<b>LATER</b>							
Registered Nurses	6,385	8,006	1,621	2,060	1,564	<b>5,245</b>	\$54,224 ★
General & Operations Managers	3,609	4,168	559	806	2,319	<b>3,684</b>	\$72,391 ★
Secondary School Teachers	2,375	2,736	361	783	953	<b>2,097</b>	\$46,174
Accountants & Auditors	1,433	1,727	294	466	909	<b>1,669</b>	\$54,024
Elementary School Teachers	1,738	2,001	263	617	692	<b>1,572</b>	\$54,929

SOURCE: MERIC OCCUPATIONAL PROJECTIONS 2016-2026

★ DENOTES OCCUPATIONS IN THE TOP TEN FOR 2018 ON-LINE JOB ADS IN THE REGION & WITHIN THE NOW-NEXT-LATER CLASSIFICATION

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For more information, visit  
[meric.mo.gov](http://meric.mo.gov) or [dhewd.mo.gov](http://dhewd.mo.gov)



This report was prepared by the staff of the Missouri Economic Research and Information Center (MERIC) as part of the Missouri Workforce 2019 Report. All data in this report was current at the time of publication and is subject to revision. Additional details on data sources can be found in the full report.

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